

Before an Independent Hearings Panel

The Proposed Waikato District Plan (Stage 1)

IN THE MATTER OF the Resource Management Act 1991 (**RMA**)

IN THE MATTER OF hearing submissions and further submissions on the Proposed
Waikato District Plan (Stage 1):

Topic 25 – Zone Extents

**PRIMARY EVIDENCE OF QING (KARL) YE
ON BEHALF OF TATA VILLAGE LIMITED**

19 February 2021

BUDDLEFINDLAY
NEW ZEALAND LAWYERS

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1. SUMMARY OF EVIDENCE

- 1.1 My full name is Qing (Karl) Ye. I am the director of TaTa Valley Limited (**TVL**).¹ TVL seeks a proposed bespoke zoning of its rural landholding at 242 Bluff Road (also known as 42B Potter Road) and 35 Trig Road, Pokeno (**Site**). I am also a director of Havelock Village Limited (**HVL**) who has lodged a submission seeking rezoning of an adjacent rural land holding in Pokeno.
- 1.2 In my role for TVL, I primarily oversee its development direction and strategy, and manage ongoing property acquisition workstreams and concept development planning. I have also been engaging with and coordinating the experts involved in the TaTa Valley development.
- 1.3 I am also a director of GMP Pharmaceuticals Limited (**GMP**), a company that backs the TaTa Valley development. GMP was established in 2001 and is a significant manufacturer of iconic New Zealand products. I have over 25 years' experience managing GMP, which is now a successful pharmaceutical and health supplement manufacturing business. I also own and manage a substantial portfolio of industrial, commercial and manufacturing landholdings in both New Zealand and Australia.
- 1.4 In 2017, I bought the Site and incorporated TVL to be the development company for the TaTa Valley Resort in Pokeno.
- 1.5 TVL is seeking to rezone rural land in the south west of Pokeno to enable development of the TaTa Valley Resort (**Resort**). The vision for the Resort is to create a unique example of rural living where visitors can stay, relax, explore and be entertained with a variety of attractions, while showcasing NZ products.
- 1.6 Key activities proposed on site include a tourism resort, including a range of activities such as hotel accommodation, a conference center, spa and restaurant facilities; a farm showground and NZ Made Hub; outdoor recreation activities, and a ferry service on the Waikato River to connect to a landing at Mercer.
- 1.7 To progress its vision, TVL has prepared a master plan for the Site and is actively working towards commencing development through various related resource consent applications for the principal resort activities. TVL has already obtained some consents required, has lodged resource consent applications with both the Waikato District and

¹ Submitter 574 and further submitter 1340.

Regional Councils, and will lodge further consent applications with these councils in due course.

- 1.8 As part of the concept planning and development of its development proposal, TVL has been engaging with various parties including the Waikato District and Regional Council's, relevant Mana Whenua groups, and other key stakeholders and businesses in the wider community. TVL is committed to ensuring that there is ongoing and meaningful engagement with these parties, and will continue to engage with them as its proposal continues to develop and progress.
- 1.9 Establishing and operating a farm park has been a lifelong ambition. Although Covid-19 has affected the tourism industry, I am confident in its eventual recovery and I remain true to my vision of repurposing the Site to turn it into a "window to New Zealand". TaTa Valley has the potential to promote and enhance tourism and agribusiness sectors in a single setting, and it will be a major asset to the local and regional communities, and New Zealand as a country.

2. INTRODUCTION AND OVERVIEW

- 2.1 My full name is Qing (Karl) Ye. I am the director of TVL. I am also a director of HVL who has lodged a submission seeking rezoning of an adjacent rural land holding in Pokeno.
- 2.2 In my role for TVL, I primarily oversee TVL's development direction and strategy, and manage ongoing property acquisition workstreams and concept development planning. I also engage and coordinate the experts involved in the TaTa Valley development.
- 2.3 I am also a director of GMP, a company that backs the TaTa Valley development. GMP was established in 2001 and is a significant manufacturer of iconic New Zealand products, ranging from dairy and natural health supplements. I have over 25 years' experience managing GMP, which is now a successful pharmaceutical and health supplement manufacturing business.
- 2.4 I was born in Fuxin (China), which is a river-based town. In 1989, I obtained a Master of Sciences (International Economics) from Wuhan University. My bachelor's degree is in Information Science.
- 2.5 In 1992, I moved to Australia and in 1994 I incorporated GMP Pharmaceuticals Pty Limited (GMP AU). GMP AU is now one of the largest manufacturers of dietary supplements in Australia.

- 2.6 In 2001, I moved to New Zealand and incorporated GMP Pharmaceuticals Limited (GMP NZ). GMP NZ is now one of the largest manufacturers of dietary supplements in New Zealand.
- 2.7 Since my early days at GMP, I realised that a product can be valued differently due to cultural (often country specific) perceptions towards it. Shark liver is an example of this - in Australia, shark liver was considered to be a by-product with little or no value in the industry. However, it is a very valuable material in Asia as it contains an expensive nutritional ingredient, Squalene, and is a popular dietary supplement in the Asian markets. Over the years, GMP established a functional value conversion system to identify, research and develop, manufacture and pack such low value ingredients into high value consumer ready products. As this was an innovative business model, I named this system the "Kua Value model". Kua is a Chinese word which means "cross" or "jump". I created this model at GMP AU, developed it as a business model and duplicated it at GMP NZ.
- 2.8 In 2004, when I realised that the Kua Value model was workable in the property industry, I started identifying and purchasing undervalued industrial properties (mainly old pharmaceutical or food plants). I then added value to them by renovating and managing them into licensed pharmaceutical plants or leasing them to other key industrial players in Australia. I own and manage a substantial number of properties in Australia and New Zealand in this way.
- 2.9 Since 2010, I have been actively investing, managing and developing properties in New Zealand including various landholdings in Pokeno, Tuakau and Mercer.
- 2.10 I also own and operate Te Hihi Estate in Karaka. Te Hihi Estate is a 92 acre luxury estate that offers a variety of activities and facilities. This was the filming location for two seasons of The Bachelorette (New Zealand) in 2019 and 2020, in partnership with Warner Bros.
- 2.11 In 2017, I bought the Site and incorporated TaTa Valley Limited to be the development company for the Resort.
- 2.12 TVL is seeking to rezone rural land in the south west of Pokeno to enable development of an exciting new tourist destination, known as the TaTa Valley Resort.
- 2.13 TVL's vision for the Resort is to create an example of New Zealand rural living where visitors can relax, explore and be entertained with a variety of attractions. As well as a hotel with associated facilities such as a restaurant, spa and conference spaces, it will

also include tourist attractions such as a farm park, a New Zealand Made hub to showcase local and regional products, and outdoor recreation opportunities connecting to the Waikato River. We are also planning to provide a visitor ferry service running along the Waikato River from Mercer to the Site.

2.14 My evidence covers:

- (a) TVL, GMP and our vision for the Tata Valley development;
- (b) An overview of the proposed TaTa Valley development;
- (c) TVL's Expert Project Team;
- (d) Stakeholder and community engagement; and
- (e) Conclusion.

3. TVL, GMP AND OUR VISION FOR THE TATA VALLEY DEVELOPMENT

3.1 I established TVL in June 2017 for the purposes of master planning and developing the Site. TVL is backed by GMP, a leading privately-owned New Zealand and Australian based manufacturing company specialising in complementary healthcare products. It started as a "mum and dad" business, where my wife and I were the only employees. GMP now has over twenty five years' experience servicing the nutritional and health food industry worldwide. It operates in both the Australian and New Zealand markets, with over 1,000 employees.

3.2 As a sign of its success, GMP (Australia and New Zealand) has collectively won over 20 awards over the years, including the following:

- (a) Westpac Exporter of the Year (Winner, 2006);
- (b) New Zealand Exporter of the Year (Winner, 2007);
- (c) Highest Award in the Category of Large-Scale Enterprises (Winner, 2009);
- (d) Most Innovative Approach of NZTE (Winner, 2010);
- (e) Westpac Supreme Business Award (Winner, 2013);
- (f) ANZ Best Business Operating Internationally (Finalist, 2013);
- (g) Excellence in Innovation at the New Zealand International Business Awards (Winner, 2015);

- (h) Excellence in Operation at the New Zealand International Business Awards (Winner, 2015);
 - (i) Nominee of Supreme Business Excellence Award at the West Auckland Business Awards (Winner, 2019); and
 - (j) Employer of the Year to West Auckland Business Awards (Finalist, 2019).
- 3.3 GMP produces and sells a wide range of dairy, goat milk, bee, seafood and marine, plant and herbal extract, specialty oil, vitamin and mineral products. For many years, GMP's customers have visited New Zealand to see how health supplements are made and where the raw materials are sourced from. Unfortunately, however, in my experience, existing commercial dairy farms are not tourist friendly. They have large volumes of animals, limited viewing capabilities and challenging schedules to work around.
- 3.4 It was this gap in the tourist market that inspired me to pursue the TaTa Valley development. It was sparked primarily by existing GMP customers' interest and demand. GMP identified an opportunity to better serve its customers, to fill a gap in the tourist market and to showcase our products to the world. I think this fully immersive experience would provide a unique offering for New Zealand, because it enables people to see the different raw materials, animals, and finished products in a single, tourist friendly setting.

Background to the TaTa Valley development

- 3.5 I first visited the Site in April 2017, and bought it in May 2017. I was taken by the stunning vistas out across the rural countryside and the River and how quiet and secluded it was. I could see that the Site is a unique and special place. I could also tell that the Site would not be appropriate for running a commercial farm due to the rolling hills, gullies and close proximity to the Waikato River. However, this setting gave me the idea of running a show farm with small numbers of a large variety of animals, where visitors could come to get a sense of the real rural New Zealand.
- 3.6 My family and I regularly visit and have spent time camping, walking and picnicking on Site. The valley goes through a variety of changes depending on the season and the time of day. In the morning, the entrance to TaTa Valley provides foggy views from the hilltops, the banks of the Waikato River are covered in blooms during spring, the native bush provides stunning evergreen views all season of the year, and these factors all contribute to this special character.

3.7 The Site has several key features that make it ideal for the Tata Valley development. These include:

- (a) Pokeno's proximity to Auckland International Airport, Auckland City Centre, and other major cities such as Hamilton, Tauranga, Rotorua and Taupō. This provides a geographical advantage to attract visitors and promote regional and national tourism.
- (b) Access to key transport routes (State Highway 1) and the Waikato River.
- (c) The surrounding land is a working rural landscape which provides an ideal backdrop and also the ideal rural character, open space and setting for this tourist destination.
- (d) The Site is private and secluded, with limited views from surrounding properties, giving the opportunity for visitors to truly feel like they are immersed in a different place, different from anywhere else in the world.

3.8 In August 2018, my team and I also engaged PricewaterhouseCoopers to provide a feasibility report on TaTa Valley. One outcome of this report, was a project master plan, which identified key outcomes such as providing a self-contained visitor experience promoting regional tourism in Waikato, aiming to attract local and international tourists with opportunities to partner with major NZ brands and showcase what we have to offer. Another key outcome was to support the local community in Pokeno through capital investment, creating permanent jobs and attracting visitors to stay long-term in the area.

Vision for TaTa Valley

- 3.9 As mentioned, the vision for the Resort is to create a unique example of New Zealand rural living where visitors can stay, relax, explore and be entertained with a variety of attractions, while also showcasing NZ products. The idea is that visitors will be able to 'walk through' the product cycle starting with a pastoral section, to a milking shed to the final tasting of GMP's and/or its partner products, ranging from dairy (milk, cheese, butter, yogurt, ice cream, milk powder), dairy alternatives, beverages (dairy, fruit, herbal, alcoholic, fermented) to floral and specialised horticulture products.
- 3.10 Part of my vision for the TVL development is to partner with leading NZ manufacturers to showcase their products at the farm park and NZ Made Hub. In this regard, TVL is considering partnering with Fonterra, Mercer Cheese, Fiordland Lobsters, Comvita, Villa Maria, Zespri and Dairy Goat Corporation, to name just a few, to showcase their

products in the NZ Made Hub. We have also been consulting with New Zealand Trade and Enterprise, Hamilton and Waikato Tourism and Auckland Tourism, Events and Economic Development (ATEED) (which in December 2020 merged with Regional Facilities Auckland to become “Auckland Unlimited”), and a number of other international tourist operators to explore partnership options and to take on their collective learnings to shape and refine our concept planning and masterplan proposals.

- 3.11 Once NZ's tourism industry has recovered from the disruption arising from the Covid-19 pandemic, I expect the TaTa Valley development will serve a range of international and domestic tourists and has the potential to be a unique and land mark destination in the North Waikato. It will provide significant benefits such as economic growth and a new source of local employment. The Resort will support the local communities in Pokeno and Tuakau through significant capital investment, creating jobs, attracting visitors to the area, and initiatives including the use of its land and facilities. It is also investigating opportunities for working with other tourism activities and operators in North Waikato, such as shuttle services, bed and breakfasts, boating, markets and sky diving activities.

4. OVERVIEW OF PROPOSED RESORT AND TOURIST ACTIVITIES

- 4.1 As outlined earlier, TVL plans to develop the Site into a major tourism destination. It will offer a wide range of tourist attractions and activities that are not currently available in a single location in Auckland or the North Waikato. As shown on our current indicative concept plan, attached as **Schedule A**, key activities proposed onsite include:

- (a) A tourism resort including a range of activities such as hotel accommodation, a conference centre, spa and restaurant facilities;
- (b) A farm showground and NZ Made Hub (to provide local New Zealand brands with the opportunity to showcase their products);
- (c) Outdoor recreation activities; and
- (d) A ferry service on the Waikato River to connect to a landing at Mercer.

- 4.2 We envisage activities such as tramping, hiking, trail biking, casual day walks, camping, geocaching, as well as traditional farming activities and shows (shearing and wood handling competitions, vineyard tours and wine tasting) within various pockets of the Site.

- 4.3 River activities including boating, kayaking and a ferry service are proposed to take advantage of the Site's special location on the edge of the Waikato River, subject to our ongoing engagement with Mana Whenua. We have acquired a site at Mercer to facilitate parking and landward support for a ferry connection from Mercer to the Site.
- 4.4 As part of the all inclusive tourist experience, the proposal includes a range of accommodation options from a modern architecturally-designed hotel to camping and glamping. The hotel will also act as a conference and events centre for functions, weddings and conferences.
- 4.5 TVL also intends to fund all of the required infrastructure to service the development including onsite flood protection measures. TVL's proposal also includes onsite stormwater treatment which will improve the quality of the stormwater runoff currently being discharged from the Site to the Waikato River.

Resource consents and consent applications already underway for TaTa Valley

- 4.6 To progress its vision, TVL has prepared a master plan for the Site and is actively working towards commencing development through various related resource consent applications for the principal resort activities.
- 4.7 TVL has already obtained resource consents for some of the enabling works required to implement its master plan, including bulk earthworks consents for construction of the hotel building platform and access roads.
- 4.8 TVL has lodged resource consent applications with the Waikato Regional and District Councils for the principal resort activities, including the hotel and conference buildings, NZ Made Hub and farm showground area, and related site wide works.
- 4.9 Similarly TVL has lodged applications seeking Regional and District Council consents, together with a Department of Conservation concession, to construct jetty and pontoon structures to operate a ferry service on the Waikato River between Mercer and Pokeno.
- 4.10 TVL are shortly due to lodge a consent package to enable the principal new access to the Site from an extension to Yashili Drive in Pokeno across our related Havelock development site connecting to the TaTa Valley site at its north-eastern extent.
- 4.11 In late 2019, TVL paused some of its consent processing timeframes to allow for establishment of a Mana Whenua Project Steering Group, which has allowed for an active engagement process across our various projects. During that time, the Covid-19 pandemic also caused some delay to our original project consent timelines and more

recently, our design team has had to make some refinements to the master plan to respond to the requirements of the new national freshwater regulations. With this work nearing completion, TVL will now be actively seeking to advance its consent applications and of course this complementary rezoning proposal.

- 4.12 In the interim, work on the TVL concept plan has continued over time and as a result of this work, there have been some changes to the master plan since we filed our original plan submission. Mr Scrafton will outline these changes for the Panel, but essentially, the masterplan has been refined to avoid development affecting any significant vegetation or wetland areas.
- 4.13 Our submission on the proposed district plan seeks a rezoning proposal that will complement the Resort and tourist-related activities that we are seeking in our consent applications. The site-specific zone will give confidence to TVL for its ongoing operational requirements and provide visibility for the community as to how the Site is intended to operate, and the areas of environmental value on site that TVL plans to preserve as part of its development.

5. EXPERT PROJECT TEAM

- 5.1 I have put a lot of time, energy and resource into finding and engaging a team of leading experts to help me to develop the master plan and related plan provisions for the Resort.
- 5.2 TVL has engaged the following experts to guide its development:
- (a) Planning: Chris Scrafton
 - (b) Architect: TOA Architects
 - (c) Civil Engineering: Ryan Pitkethley
 - (d) Heritage: Rod Clough
 - (e) Visual and landscape: Rob Pryor
 - (f) Geotechnical: Chris Edwards
 - (g) Acoustics: Jon Styles
 - (h) Ecology: Tim Martin
 - (i) Transportation: Leo Hills

(j) Contamination: David Wilkinson

(k) Mana Whenua engagement: Steven (Tipene) Wilson.

6. STAKEHOLDER AND COMMUNITY ENGAGEMENT

- 6.1 My objective for community engagement has been to maintain a collaborative and transparent relationship with those who have an interest in our development. To this end, we have engaged with key stakeholders from the early stages of concept development, and we have commissioned technical expert reports to help us develop the proposal, in response to the feedback received.
- 6.2 The TVL proposal has been the subject of considerable discussion with the District and Regional councils, the relevant Mana Whenua groups, and other key stakeholders in the wider community. TVL is committed to ensuring that there is ongoing and meaningful engagement with these parties, and will continue to engage with them about the proposal as it continues to develop and progress.
- 6.3 TVL has also consulted with many nearby businesses, such as Yashili, Hynds, Zuru, Pokeno Nutritional, and Winstone Aggregates to understand any matters of interest.
- 6.4 In particular, Fonterra has provided meaningful insight, suggestions and directions regarding the TVL proposal. Fonterra has also lent their knowledge and experience in agribusiness, environmental and sustainability policies, strategic planning, project management, and has referred us to some technical experts.
- 6.5 There is support for the TVL project within the local community. The proposal has received positive endorsement from the mayor of the Waikato District Council as well as Hamilton and Waikato Tourism, and has attracted media interest. We have also received positive feedback as part of our engagement to date, including from Conor English, NZTE, SkyKiwi, China Travel Service. We have also received various letters of support for the proposal, which are attached as **Schedule B**. If the rezoning is approved and as our plans to showcase New Zealand products become more detailed, we expect that support will grow.

Mana Whenua engagement

- 6.6 At the early stages of development of the Resort, TVL initiated discussions with local iwi groups to discuss TVL's proposal. Since these initial discussions (which commenced in approximately July 2017), TVL has been meeting with iwi on an ongoing basis, and more recently, a Project Steering Group independently facilitated by

Mr Steven (Tipene) Wilson has been established to formalise this ongoing relationship. The formation of this group has enabled us to establish an active dialogue with all interested iwi groups. To date representatives from the following iwi groups have participated in this forum:

- (a) Te Taniwha o Waikato;
- (b) Te Puuaha;
- (c) Ngāti Tamaoho;
- (d) Huakina Development Trust
- (e) Te Awamaarahi, Ngaati Aamaru
- (f) Ngāti Tamaoho
- (g) Waikato-Tainui
- (h) Ngāti Te Ata
- (i) Ngāti Naho
- (j) Ngā Muka Development Trust
- (k) Te Riu o Waikato

6.7 TVL recognises and acknowledges the values and aspirations that the local iwi have in this area. The purpose of the Project Steering Group is to assist TVL to understand how iwi values, principles, traditions, customs and aspirations may be taken into account during the development of TaTa Valley, and each representative has an opportunity to provide input, knowledge and experience from their perspectives. TVL have found this process to be valuable in gaining a greater understanding of each mana whenua group's values.

6.8 TVL looks forward to continuing its engagement with iwi through this forum and to consider their feedback throughout the design and development process.

7. CONCLUSION

7.1 Establishing and operating a farm park has been a lifelong ambition. Although Covid-19 has affected the tourism industry, I am confident in its eventual recovery and I remain true to my vision of repurposing the Site to turn it into a “window to New Zealand”. TaTa Valley has the potential to promote and enhance tourism and

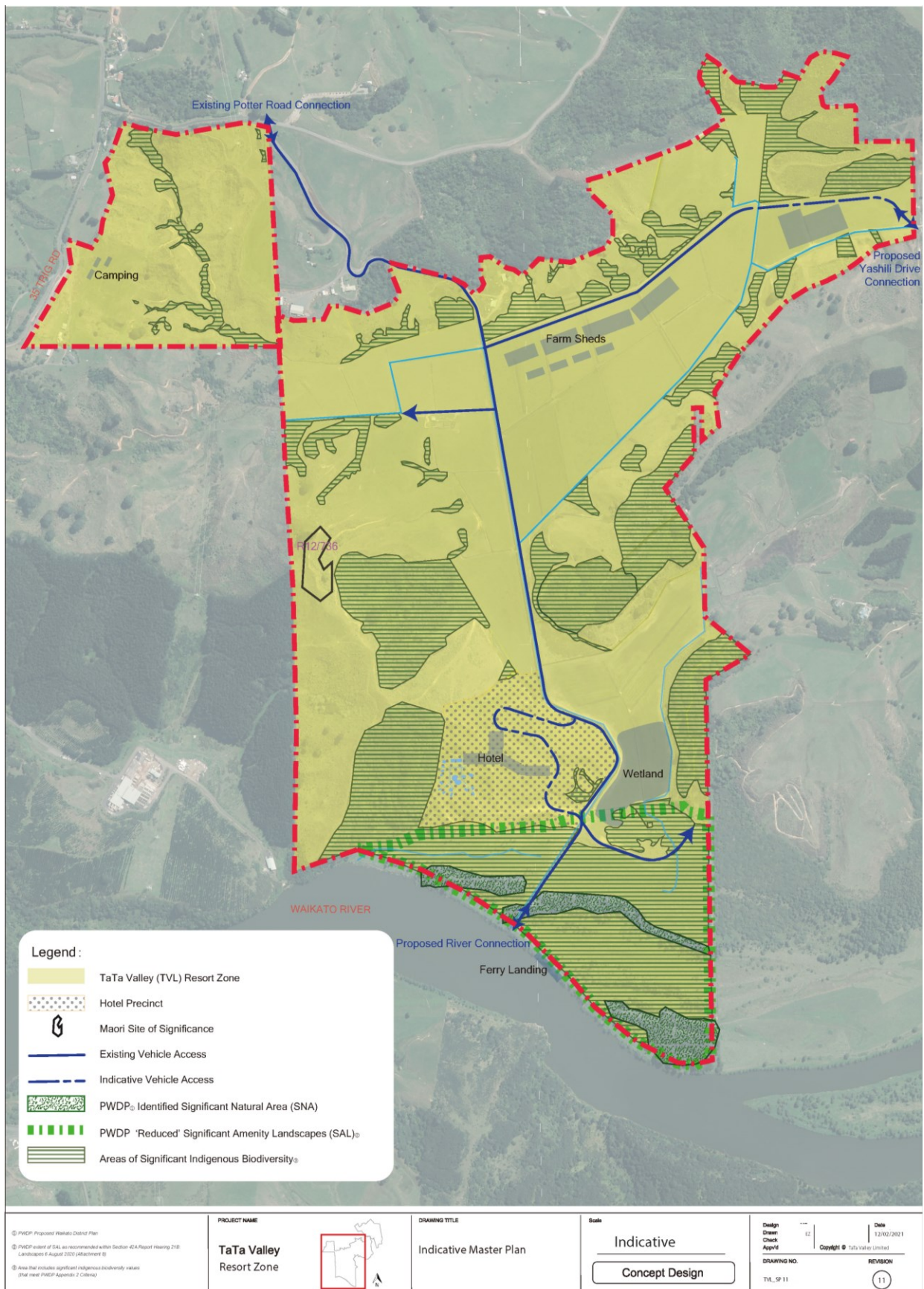
agribusiness sectors in a single setting, and it will be a major asset to the local and regional communities, and New Zealand as a country.

- 7.2 The TaTa Valley Resort rezoning proposal will provide essential support for TVL's development aspirations, and provide certainty both for our investment and the community as to the future of the Site.

Qing (Karl) Ye

February 2021

Schedule A



Schedule B



Waikato District Council
New Zealand

7 September 2020
Commercial in confidence

Dear Sirs,

New Zealand Trade and Enterprise (NZTE) is the New Zealand Government's international trade promotion and business development agency. Its purpose is to grow companies internationally for the good of New Zealand. In an increasingly competitive environment, our government has mandated that NZTE Investment generate productive, sustainable, and inclusive investment opportunities. The Investment team originates, prepares and connects investment opportunities to investors that accelerate the growth of New Zealand.

NZTE is leading the investment arm of the New Zealand government's tourism strategy. The objective is to professionalise the approach to, and accelerate investment in, commercial tourism projects in New Zealand. NZTE have conducted a nationwide stock take of high-quality commercial tourism projects.

In recent years, NZTE Investment has been discussing a proposed tourism development of Tata Valley with GMP. We have supported with development of the business model, providing tourism information and project planning.

Our initial, high level, assessment suggests this project has the potential to result in an investible proposition to support the tourism sector in the region and will likely have the following benefits: provide significant employment opportunities to the local community during and post construction, add a high-quality tourism product to the regional offering, and provide economic benefits to the community and New Zealand.

NZTE Investment will continue to support the development and preparation of this project.

Kind Regards,



Eric Swale
Investment Director - Greenfields
New Zealand Trade & Enterprise

Waikato District Council
Private Bag 544
NGARUAWAHIA 3742

17 February 2021

To whom it may concern

By way of introduction, my name is Conor English, and I currently serve as Chairman of Agribusiness New Zealand and QEX Logistics as well as Director for Cannasouth Plant Research NZ Ltd, GMP Pharmaceuticals, New Zealand E-Sports Federation, Quotable Value Ltd, and Fibre Fresh GP Ltd. I have previously been an independent adviser to The Reserve Bank of New Zealand and as well I have served as Federated Farmers' CEO from 2008 to 2014.

Over recent years, I have visited TaTa Valley several times, and I have become familiar with Karl Ye and his development aspirations in Pokeno. I have grown a deep interest and am intrigued with the project there. TaTa Valley is an innovative and unique agricultural showcase, and I wish to express my support in favour of this unique project.

With my diverse background spanning several different industries in New Zealand, I admire how Karl Ye is trying to showcase what is unique about New Zealand's agriculture and its technologies. He has a vision of a "window of New Zealand" and what makes Aotearoa such a special place.

Focusing in on my background of farming experience and time with Federated Farmers and Agribusiness New Zealand, I believe that the land is not suitable for what might be called 'normal commercial farming' but would be so for a specialized agricultural showcase. A change from rural zoning or commercial farming to a special tourism zone would be more appropriate.

I know others have also viewed the project and have noted it has potential be an innovative way to showcase the best that New Zealand has to offer. I appreciate what an innovative approach TaTa Valley

is taking which makes the most of all this land has to offer, setting up a showcase with a strong focus on New Zealand farming and fun activities and Kiwi values.

If Karl's vision is realized, I genuinely believe that TaTa Valley has the potential to boost and enrich the New Zealand agriculture industry and peoples understanding of it. It could become an attraction for visitors worldwide and offer a unique experience for New Zealanders.

I support TaTa Valley project and truly hope the Waikato District Council will as well.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Conor', with a long, sweeping horizontal stroke extending to the right.

Conor English

conor@agribusinessnz.co.nz

027 441 0786



Waikato District Council
New Zealand

October 2020

Dear Sirs and Madams,

Skykiwi is the most influential Chinese media platform in New Zealand, dedicated to adding value to the lives of Chinese New Zealanders. Skykiwi's platform includes the Skykiwi website, online forums, a mobile app, and other marketing services. Skykiwi also cooperates with Alibaba and provides cloud services for New Zealand businesses.

Our vision is to foster the Chinese New Zealand community and create a two-way communication bridge between China and New Zealand. We provide precise and quality information for our viewers, covering both domestic and international affairs across daily living, education, immigration, real estate, investment, finance, shopping guides and entertainment among others.

We operate the largest Chinese online forum in New Zealand, providing a platform for daily living enquiries and community building, covering 420,000+ registered users. In addition, we operate an all-encompassing App linking Skykiwi news channels, Skykiwi forum, shopping guide and other valuable functions in one simple to use interface - with 150,000+ installations and 80,000+ daily visits. We also offer one-stop marketing services including design, media channels, events, and marketing strategy.

We have been discussing a tourism development opportunity with TaTa Valley, focused on targeting the Chinese and Chinese New Zealand market. China is New Zealand's second-largest international visitor market and one of the most valuable in terms of holiday visitor spend. We believe how TaTa Valley is trying to create a 'one stop shop' incorporating snippets from around New Zealand into a single location is a great idea. With the aim of becoming a 'Window of New Zealand,' TaTa Valley could become one of the most attractive places for Chinese tourists and significantly contribute to the tourism industry across New Zealand.

Furthermore, recently we have also been cooperating with TaTa Valley to promote New Zealand local products and natural beauty to the online Chinese market. In 2020, we have had successful live-streaming marketing and sales campaigns at TaTa Valley. During the live streaming, online followers were impressed by TaTa Valley's beautiful scenery of the rolling hills, mighty Waikato River and just simply being able to see cattle in the open pastures. They showed a high interest in TaTa Valley's proposed development plan. In one of the sessions, there were 55,000 Chinese people watching the live stream and a significant amount of Meadow Fresh milk was purchased in the virtual shopping room. Once TaTa Valley has its key infrastructure and farm set up, we believe the attractiveness to the online streaming community as well as to local and international Chinese tourists will be amazing. Therefore, we believe that TaTa Valley's development plan would make a great contribution to New Zealand's economy and help attract tourists from around the world virtually and in person.

As the largest Chinese media platform in New Zealand, we are happy to fully support TaTa Valley's development with our media and marketing resources and will continue to support the development and preparation of this project. We are fully behind TaTa Valley's submission on the proposed Waikato District Plan to become the TaTa Valley Resort Zone.

Kind Regards,

Ally Zhang

Executive Director
Sky Media Ltd.



新西兰中国旅行社有限公司
China Travel Service (N.Z.) Limited

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www.kiwiyou.co.nz

Waikato District Council

New Zealand

30 September 2020

Dear Sirs and Madams,

My name is Lisa Li. It is my pleasure to support TaTa Valley's submission on the Proposed Waikato District Plan to become the TaTa Valley Resort Zone.

Twenty years ago, I was asked to open and am now serving as the Managing Director of the New Zealand overseas branch of China Travel Service (CTS) to handle ground arrangements for Chinese inbound tourists. Shortly after opening New Zealand was awarded Approved Destination Status (ADS) as well as Inbound Business Delegations (IBD). The company has grown to become one of the premier China specialists for inbound Chinese tourists.

Previously, I was a board member of Tourism Expo Council for two terms. I am very active in Auckland's business and Chinese community, serving as Secretary General of the Chinese Chamber of Commerce in New Zealand for the past 10 years.

I have recently been recognized by China National Tourism Administration (Australia & New Zealand) for an "Outstanding Contribution Promoting Tourism Exchange Between New Zealand and China."

CTS have been in close discussions with TaTa Valley since they purchased their first piece of land in 2017. CTS values its relationship with TaTa Valley as a business partner and appreciates they are trying to attract more international tourists into New Zealand. TaTa Valley will become a unique tourism destination to showcase what New Zealand has to offer - by promoting Waikato river tourism, agriculture environmental sustainability and efficient use of technology. Their vision is to provide visitors with an immersive showcase of the rural lifestyle or a "Window of New Zealand." The project encompasses various tourism and entertainment elements, together intended to create a unique destination for both overseas and domestic tourists.

Based on years of working experience, international tourists from large cities around the world do not want to stay in the comparatively small Auckland city but rather in a beautiful rural environment which TaTa Valley resort zone can provide. Changing the TaTa Valley land from rural to the proposed TaTa Valley Resort Zone is crucial as it will help enable development which will benefit New Zealand on a local, regional, and national scale.

I am confident that TaTa Valley will measure up to and exceed your expectations as an international tourism destination site and I sincerely hope that TaTa Valley will gain the support of the Waikato District Council as well as the independent panel in charge of the plan change.

Warm Regards,

Lisa Li

Managing Director of China Travel Service (NZ) Ltd
Secretary General of the China Chamber of Commerce in New Zealand